

NOVEMBER 2006

STATIC CONTROL COMPONENTS, INC. AND WAZANA
BROTHERS INTERNATIONAL, INC. D/B/A MICRO SOLUTIONS
ENTERPRISES v. LEXMARK INTERNATIONAL, INC.
United States District Court for the
District of Columbia

APPENDIX B

- Questionnaire

QUESTIONNAIRE

Marketing Research

Quota Specifications

[illegible]

Date
10/21/10

Project Name
CONNECTICUT

Job Number
7100259

RESPONDENT BATES ID #

Welcome to our survey. This survey is for research purposes only. Your answers and identity will be kept strictly confidential.

SCREEN:

Q1 For classification purposes, what is your gender?

- Male
○ Female

CHECK QUOTAS AND CONTINUE.

Q2a What is your age?

- ☐ Under 21 years
- ☐ 21-34 years
- ☐ 35-54 years
- ☐ 55 years or over

IF "UNDER 21," TALLY AND TERMINATE. OTHERWISE, CHECK QUOTAS AND CONTINUE.

DROP DOWN BOX.

Q2b In what state do you live?

IF DOES NOT LIVE IN CT, TALLY AND TERMINATE.

Q3 Including yourself, how many people live in your household?

- ☐ One, just me
- ☐ Two
- ☐ Three
- ☐ Four or more

IF "ONE, JUST ME," SKIP TO Q5.

Survey Center

Marketing Research

Q4 Who in your household is most responsible for each of the following?

	I am most responsible	My spouse/partner is most responsible	Other household member	Nobody/not applicable
Shopping for groceries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Selecting a cable, phone or satellite provider of television programming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Selecting an insurance provider	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping for a major appliance like a new refrigerator or washing machine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

IN ORDER TO QUALIFY, RESPONDENT MUST BE MOST RESPONSIBLE FOR SELECTING A CABLE, PHONE OR SATELLITE PROVIDER OF TELEVISION PROGRAMMING. OTHERWISE TERMINATE.

Q5 Thinking about the next two years, how likely are you to personally shop for a new cable, phone, or satellite provider of television programming?

- ☐ Very likely
- ☐ Somewhat likely
- ☐ Not very likely
- ☐ Not at all likely

IF "NOT VERY" OR "NOT AT ALL LIKELY," TALLY AND TERMINATE.

IN ORDER TO QUALIFY, RESPONDENT MUST BE "VERY LIKELY" OR "SOMEWHAT LIKELY" TO SHOP FOR A NEW CABLE, PHONE OR SATELLITE PROVIDER OF TELEVISION PROGRAMMING IN THE NEXT TWO YEARS.

Q6 Do you, or does anyone in your household, work for...

	Yes	No
...a market research or advertising firm?	<input type="radio"/>	<input type="radio"/>
...a cable, phone or satellite provider of television programming?	<input type="radio"/>	<input type="radio"/>
...a telecommunications company?	<input type="radio"/>	<input type="radio"/>

IF "YES" TO ANY OF THE ABOVE, TALLY AND TERMINATE.

Q7 Do you have functioning speakers connected to your computer?

- ☐ Yes
- ☐ No

IF "NO," TALLY AND TERMINATE.

Q8 You will be watching a television commercial during this survey. If you normally wear eyeglasses or contact lenses when you watch television, please put them on.

If you don't know the answer to a question, select the "Don't Know" response option or type it in.

Please click "Next" when you are ready to continue.

QUESTIONNAIRE

- Q9 If you were shopping for a new service provider for your television programming, how likely would you be to consider the AT&T U-Verse service? Please use a nine-point scale where "9" means "Very likely" down to "1" meaning "Not at all likely."

Very Likely					Not At All Likely					Never Heard of It	Don't Know
9	8	7	6	5	4	3	2	1			
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

You are about to be shown a commercial that you might see if you were watching television. Please take a look at this as you would if you were watching television at home.

Please make sure any other applications on your computer are closed and the volume on your speakers is at an audible level.

Please click "Next" when you are ready to watch the commercial.

ROTATE WHICH COMMERCIAL SHOWN BETWEEN RESPONDENTS. () XX () YY

Please watch the same commercial one more time. After it is finished, you will be asked some questions about it.

Please click "Next" when you are ready to watch the commercial.

- Q10 Were you able to successfully see and hear the commercial both times?
- ☐ Yes, I saw and heard it both times
 - ☐ I only saw it, but did not hear it
 - ☐ I only heard it, but did not see it
 - ☐ I neither saw it nor heard it

TERMINATE IF ANY RESPONSE OTHER THAN "YES, I SAW AND HEARD IT BOTH TIMES."

- Q11 What was the main message of the commercial that you just saw? Please describe it as best as you can.

- Q12 Did OR did not the commercial say or suggest anything about iO TV compared to AT&T?
- ☐ Yes, it did
 - ☐ No, it did not
 - ☐ Don't know / not sure

IF "YES, IT DID," CONTINUE. OTHERWISE, SKIP TO Q14.

IF "YES, IT DID":

- Q13 What did the commercial say or suggest about iO TV compared to AT&T?

IF SAW COMMERCIAL XX, ASK. ROTATE ORDER OF FIRST TWO ALTERNATIVES ("MORE INTERESTED" AND "LESS INTERESTED").

- Q14 As the commercial said, IO TV offers games in high definition for New York area sports teams at no extra charge, while AT&T U-Verse does not offer games in high definition for New York area sports teams. Does knowing this make you more interested in AT&T U-Verse for your television programming, less interested in AT&T U-Verse for your television programming, or does it make no difference?
- ☐ More interested in AT&T U-Verse
 - ☐ Less interested in AT&T U-Verse
 - ☐ No difference

IF "MORE INTERESTED" OR "LESS INTERESTED," SKIP TO Q16. IF NO DIFFERENCE, SKIP TO Q17.

IF SAW COMMERCIAL YY, ASK. ROTATE ORDER OF FIRST TWO ALTERNATIVES ("MORE INTERESTED" AND "LESS INTERESTED").

- Q15 Soon AT&T U-Verse will also offer the exact same service to its customers. That is, AT&T U-Verse will offer games in high definition for all 9 New York area sports teams at no extra charge. Does knowing this make you more interested in AT&T U-Verse for your television programming, less interested in AT&T U-Verse for your television programming, or does it make no difference?
- ☐ More interested in AT&T U-Verse
 - ☐ Less interested in AT&T U-Verse
 - ☐ No difference

IF "MORE INTERESTED" OR "LESS INTERESTED," CONTINUE TO Q16. IF NO DIFFERENCE, SKIP TO Q17.

IF MORE INTERESTED/LESS INTERESTED IN AT&T U-VERSE, ASK:

- Q16 Why does this make you (MORE/LESS) interested in AT&T U-Verse?

- Q17 What is your zip code?

- Q18 Check the box if you agree with the validation statement below:

- This is a true and complete accounting of my responses to this public opinion survey.*
- ☐ I have read and agree with the above validation statement

Thank you for participating in our survey! We appreciate your time and your opinions.

Please click the "Next" button below to close this window.